

MULTIMEDIA



UNIVERSITY®

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019 / 2020

PBU0044 – INTRODUCTION TO BUSINESS
(All Sections)

29 FEBRUARY 2020
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO (2)** pages excluding the cover page.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the Answer Booklet.

QUESTION 1 [20 Marks]

- a. As a manager, it is Sheldon's responsibility to ensure that his organisation is able to produce high-quality goods and services for the market. This is done through total quality management (TQM). Briefly describe the **FIVE (5)** commonly used tools of TQM that can be applied by Sheldon and his team. (15 marks)
- b. Mr. Cooper is the managing director for ViperTech manufacturing. The company has several branches throughout the nation and a few smaller branches in neighbouring countries. State **FIVE (5)** forms of departmentalisation that Mr. Cooper could have implemented in grouping the organisation into logical units. (5 marks)

QUESTION 2 [20 Marks]

- a. Darren has been instructed by his boss to come up with a survey to determine the factors that would most likely influence their customers' decisions in purchasing the company's product and services. Briefly state and explain the **FOUR (4)** categories of consumer behavior influencing factors that Darren would most likely include in the survey. (12 marks)
- b. The sales team of Zesto Ptd. Ltd. is about to introduce their new product to the market. Before doing so, they have to come up with some pricing tactics. Briefly state and explain the **FOUR (4)** pricing tactic options available for the sales team. (8 marks)

QUESTION 3 [20 Marks]

- a. As one of the most successful property developers in the country, IP Land has to be able to manage the risks that come along with the business. State and explain **TWO (2)** ways IP Land can manage their risks. (6 marks)
- b. Mr. Amir is not confident with the safety of his deposit in the bank. As a bank officer, explain to Mr. Amir the role of the Federal Deposit Insurance Corporation in gaining depositors' confidence. (6 marks)
- c. Explain the difference between debt financing and equity financing. Provide an example for each type of financing. (8 marks)

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QUESTION 4 [20 Marks]

- a. State and explain the **FOUR (4)** process of management. (12 marks)
- b. Briefly explain the difference between transformational leadership and transactional leadership. (4 marks)
- c. In the event of a strike, what **TWO (2)** actions that can be taken by the management team? Explain. (4 marks)

QUESTION 5 [20 Marks]

- a. State and explain the **FIVE (5)** dimensions of emotional intelligence. (15 marks)
- b. List **FIVE (5)** strategies that can be implemented by managers in an organisation to enhance employee motivation. (5 marks)

